

What is claimed is:

1. An improved internet-centric electronic transaction processor for automating and facilitating retail sale of ones  
5 of a plurality of selected products to retail customers directly from a distributor of said products comprising:

a database for storing catalog-type product data for a plurality of selected products;

5 10 a communication interface for selectively permitting a retail customer to selectively access said catalog-type product data stored in said database;

an electronic order form for permitting said retail customer to place a purchase order for ones of said selected products;

15 an order processor for processing said purchase orders for ones of said selected products, said order processor including

a payment authorization processor for checking

the credit worthiness of a purchase method of payment

20 before said purchase order is authorized for fulfillment, said payment authorization processor having

a data integrity checker for checking the integrity of said order to determine if the purchase order should be accepted or rejected,

a gross fraud checker for checking the  
accepted orders from said data integrity  
checker for fraud based on fraud information  
stored in said database to determine if the  
purchase order should be accepted or rejected,

a commercial authorization service for  
generating a fraud score of the orders accepted  
by the fraud checker, and

a comparator for comparing said fraud  
score with a predetermined threshold to  
determine if the purchase order should be  
accepted or rejected, and

a distributor authorization processor for  
authorizing said distributor to fulfill said purchase  
order and authorizing to ship said ordered product to  
said customer in a manner transparent to said customer;  
and

a payment processor for billing said retail customer  
for said ordered product when authorized for shipment.

2. The improved internet-centric electronic transaction  
processor of claim 1, further comprising:

a sorting bin for storing the rejected purchase orders and sorting the rejected purchase orders to be altered and reprocessed.

5           3. An improved internet-centric electronic transaction processor of claim 2, where in rejected purchases are subjected to human review.

10           4. An improved internet-centric electronic transaction method executable by a computer for facilitating automated retail sales of ones of a plurality of selected products to retail customers directly from a distributor of said products comprising the steps of:

15                 generating catalog-type product data for said products in a selectively addressable database;

               permitting ones of said retail customers to selectively access said product data stored in said database and allowing said retail customers to submit purchase orders of said selected products;

20                 processing said purchase orders from ones of said retail customers by determining if said selected product is available from a distributor's inventory stock and authorizing the distributor to ship said selected product to said retail

customer in a manner that is transparent to the retail customer;

authorizing said purchase order based upon a credit worthiness check of information supplied by said retail

5 customer in connection with said purchase order, said authorizing step including the steps of

performing a data integrity check to determine if the order should be accepted or rejected,

10 performing a gross fraud check on accepted orders using fraud information stored in said database initially determine if the order should be accepted or rejected,

performing a commercial fraud check on accepted orders to generate a fraud score, and

15 comparing the fraud score with a predetermined threshold to either accept or reject said purchase order; and

20 billing said retail customer for said ordered product when said distributor has been authorized to ship such ordered product to said retail customer.

5. The improved internet-centric transaction method of claim 4, further including the step of

sorting said rejected purchase orders to be altered and reprocessed.

6. An improved internet-centric electronic transaction processor for automating retail sale of ones of a plurality of selected products to retail customers directly from a distributor of said product comprising:

a database for storing catalog-type product data for a plurality of selected products;

a communication interface for selectively permitting retail customers to selectively access said catalog-type product data stored in said database;

an electronic order form for permitting said retail customers to place an purchase order for one of said selected products; and

a payment authorization processor responsive to said order form including

first credit authorization means for checking a credit worthiness of said retail customer based upon a first set of credit criteria rules;

second credit authorization means responsive to first credit authorization means for reviewing each order for which a credit rejection is generated by said first credit means; and

sorting bin for storing rejected product order data to minimize the number of rejected orders.

7. The improved internet-centric electronic transaction processor of claim 6 further comprising sorting means to further analyze said data relating to rejected orders and to dynamically alter said first set of credit criteria rules.

8. An improved internet-centric electronic transaction method executable by a computer for automating and facilitating retail sale of a plurality of selected products to retail customers directly from a distributor of said products, the method comprising the steps of:

- generating a selectively addressable database of catalog-type product data;
- permitting a plurality of retail customers to selectively address said catalog-type product data to enter a purchase order for one or more of said products;
- conducting a first credit authorization check based upon a first set of credit authorization rules to generate either an order authorization command or order rejection command;
- reviewing each credit rejection demand generated by said first credit authorization check; and

storing in a sorting bin customer order data for each credit rejection generated in said first credit authorization check.

- 5           9. The improved internet-centric electronic transaction method of claim 8 further comprising the step of sorting rejected order data to dynamically alter said first set of credit authorization rules to minimize the number of subsequent product orders rejected.